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Prevent Blindness Names Reade Fahs, National Vision, as its 2027 Person of Vision Award Recipient

**- Annual Prevent Blindness Person of Vision Award Gala, honoring Reade Fahs,
Executive Chairman at National Vision, Inc., to be held at
2027 Vision Expo, Las Vegas -**

CHICAGO (Sept. 9, 2026) – [Prevent Blindness](#), the nation's leading patient advocacy organization dedicated to protecting and preserving eye health, announced today that the [2027 Prevent Blindness Person of Vision Award](#) will be presented to Reade Fahs, Executive Chairman, National Vision Holdings, Inc. ("[National Vision](#)"). The Person of Vision Award Gala will be held on March 10, 2027, at The Venetian Resort, Las Vegas, in conjunction with [Vision Expo](#). All proceeds from the annual celebration support the sight-saving work of Prevent Blindness.

The Prevent Blindness Person of Vision Award recognizes an individual whose inspired outlook champions healthy vision and its importance for a healthy life. An all-volunteer committee selected Fahs for his leadership in the optical industry combined with a commitment to expanding access to vision care for those in greatest need.

"Reade Fahs embodies the spirit of the Prevent Blindness Person of Vision Award. Throughout his career, he has led the industry with a deep commitment to improving the lives of people across the world through the gift of sight," said Jeff Todd, President and CEO of Prevent Blindness. "As we honor Reade, we hope his example inspires others to join us in creating a future where everyone has the knowledge, support, and access to care they need to protect their sight."

Reade Fahs has been a member of the optical community in the United States and Europe for 40 years. Beginning his career in a junior marketing position with LensCrafters in 1986, he later became the Managing Director of VisionExpress UK and Ireland in 1997. In 1999, Fahs became the CEO of FirstTuesday, an early-stage European Internet start-up company.

In 2002, Fahs assumed leadership of National Vision and led the company for 23 years as CEO before becoming Executive Chairman in late 2025. Under his leadership, National Vision grew into one of the nation's leading optical retailers, with a portfolio that includes America's Best and Eyeglass World, Vista Optical and DiscountContacts.com.

In addition to his achievements in the corporate realm, Reade Fahs has been actively involved in providing eye exams and glasses to those in need around the globe. He has served on the Board of Directors of both VisionSpring and RestoringVision and served as Chairman of VisionSpring for over a decade. During his Board tenure VisionSpring

and RestoringVision helped provide prescription eyeglasses to more than 50 million people worldwide.

Deb Bulken, Vice President of Field Sales, National Premium Fashion & Luxury at EssilorLuxottica, is serving as the 2027 Prevent Blindness Person of Vision Committee Chair. To date, additional committee members include Marge Axelrad, editorial director emeritus, *Vision Monday* (VM); Marc Ferrara, CEO, Information Services, Jobson Interactive; Jerilyn Johnson, Executive Assistant, National Vision; Alex Louw, Chief Operating Officer, DigitalOptometrics; Jim McGrann, CEO, Advancing Eyecare; Megan Molony, CEO, Europa Eyewear; Jamie Shyer, CEO, Zyloware/Kenmark Eyewear.

Recent Prevent Blindness Person of Vision Honorees in the optical industry include Jim McGrann, Advancing Eyecare; Howard Purcell, OD, New England College of Optometry; C. Edward Buffington, GPN Technologies; Megan Molony, Europa Eyewear, formerly with National Vision; Rick Gadd, Essilor of America; Marc Ferrara, Jobson Interactive; VSP Global and Michael Guyette; Glenn Ellisor, OD and Jim Greenwood, Vision Source; Sue Downes, MyEyeDr.; and Marge Axelrad, Vision Monday/Jobson Optical Group.

"I'm honored to be recognized by Prevent Blindness and humbled to join such an outstanding group of past recipients," said Fahs. "For more than 40 years, I've had the privilege of working with people who believe that better vision can open doors and improve lives. I look forward to celebrating with friends and colleagues across the industry while supporting the vital work Prevent Blindness does for people and communities around the world."

For more information, including sponsorship opportunities, tickets, Person of Vision Award committee volunteer opportunities, and more, please contact Albert Muci at amuci@preventblindness.org, or visit PreventBlindness.org/personofvision.

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, visit us at PreventBlindness.org, and follow us on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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